



# How Can we Reshape Counselor/University Rep Relations?



**1**

• CHANGING THE FAIR

**2**

• ENGAGING ALUMNI

**3**

• SHARING ON MEANINGFUL TOPICS



# Time to Ditch that "University Fair"



Buket Ayaz, CEP

Head of Careers and University Counselling at  
Nord Anglia International School Dubai

# Pros and Cons of The Good Ol' University Fair

## Pros

- Face to face interaction
- Universities sense the vibe of your school in action
- Create networking opportunities for your students

## Cons

- Limited interaction
- Superficial engagement
- Students' tendency to focus on rankings!
- Follow-up challenges
- Limited insight into campus life (both ways)
- lack of personalization: not tailored for you schools' needs

**Brilliant idea**  
HOT DESK FOR  
UNIVERSITY REPS

**Awesome idea**  
REVERSE  
STUDENT FAIR

**Creative idea**  
THE ESSAY  
CLINIC

**Cool idea**  
LUNCH AND LEARN  
WITH UNIVERSITY  
AMBASSADORS

**Great idea**  
STUDENT PANEL  
DISCUSSIONS

**The best idea**  
TALENT AND  
ACTIVITY  
SHOWCASE



Brilliant idea!

PARENT PANEL  
DISCUSSIONS

Creative idea!

FUTURE-U  
MORNING

The best idea!

THE UNIVERSITY  
EXPLORATION  
PASSPORT

More ideas!

THEMATIC  
COLLEGE FAIRS

Great idea!

COLLEGE REP SPEED  
NETWORKING

Awesome idea!

COLLEGE APPS BINGO

Cool idea!

LOR CLINIC FOR  
TEACHERS :)



# Engaging Universities with Alumni Relations



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Carmen Page, Head of University and  
Careers at Raha International School KCC

# Why Alumni?

—————→  
Alumni are very relatable to students.

They experienced the application process, the living situation, making friends (especially if they were an international student!), joining clubs, and sometimes most importantly can speak how the university personally prepared them for a successful future.





## Alumni panels

Alumni panels with students is a great way for multiple alumni to share what they experienced and how they were prepared for the future.

Alumni presentations about their career and what their career journey was based on the university and the unique selling aspects of your university.




## Counselor Meets

Counselor dinners/events with alumni helps the counselor connect with alumni and understand what valuable things the university has to contribute and how we can ensure "best fit"



## Internships

Connect students with internships and job placements at your university. This is a great way to give students hands-on experience with your university and the programs that it offers.






# Engaging Topics



DOES THE UNIVERSITY "NAME" AND SELECTED MAJOR ALONE GENUINELY IMPACT  
YOUR LONG-TERM SUCCESS? BASED ON EMPIRICAL AND ANECDOTAL ACCOUNTS:  
ABSOLUTELY NOT.



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By Moustafa Ezz, AVP Recruitment and  
International Relations at Huron University

# Data

Of the 2023 Fortune 100 CEOs, only 11.8% attended an Ivy as undergrads, and only 9.8% hold an Ivy League MBA.

Only one out of the 20 CEOs that come from the highest-revenue companies attended an Ivy League university as an undergraduate

skills Beyond  
Textbooks,  
Assignments and  
Exams

Meaningful  
Connections &  
Networking

What Does Matter?

Professional Experience and Letters of  
Recommendation Prove that these key  
areas do make an impact on success.

Significant Exposure  
to Professional  
experience

**A practical list  
of meaningful questions  
for students and  
parents**

# Instead Of Rankings

## We Should Be Asking:

How available are professors during office hours?

What is the average class size in first year and second year?

What do your alumni careers look like 10 to 20 years after graduation?

What are the main industries in an institution's state/province or city?

Are paid internship & research opportunities available across all programs or only certain programs?

Will I be taught by mainly Professors or Teaching Assistants?

What are your retention rates?

Does the country allow international students equal access to employment opportunities?

What support services are offered to international students?

How much flexibility do I have to explore different courses or change my major/minor during my studies?

What are the most popular sports & student clubs on campus? What does a "Day in the life" look like outside of class?





**Thanks!**